

USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/22 thru 02/28. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY														
THIS WEEK							PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		27.8% of 23,200 stores			24.8% of 23,200 stores				33.4% of 22,500 stores					
		X L	ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			460	1.57	220	1.94	440	1.34			540	1.09	
G	White 18 pack			240	2.49	30	2.50	20	2.50	10	1.79	70	3.10	
U	Brown 12 pack							20	1.64					
ı	USDA GRADE A													
Ā	White 12 pack	10	0.95	790	1.49	30	1.61	2,370	1.46	120	1.86	1,250	1.09	
R	White 18 pack			250	1.95			540	1.96			790	2.64	
	Brown 12 pack							10	1.29			20	1.33	
	USDA ORGANIC													
	White 12 pack													
S	Brown 12 pack			250	3.97	10	2.99	240	4.21	20	2.99	410	4.26	
P E	OMEGA-3													
C	White 12 pack	30	2.50	1,520	2.46	200	2.85	540	2.01	460	2.70	3,000	2.70	
ī	Brown 12 pack			130	2.49			180	3.85					
Ā	CAGE-FREE													
î	White 12 pack			1,970	2.53			20	2.79			1,940	2.53	
T	Brown 12 pack			3,050	2.69			680	2.69			2,120	2.51	
Y	VEGETARIAN FED													
	White 12 pack							340	1.99			180	2.50	
	Brown 12 pack	210	2.99	360	2.91	20	2.50	40	3.29	190	2.48	250	2.39	

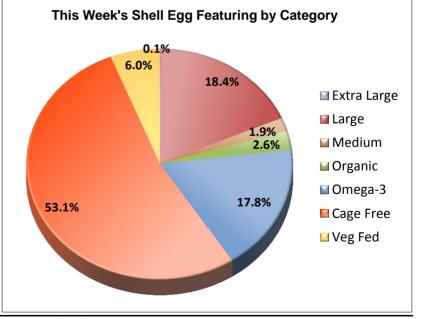
Diemi iz paek	2.0 2.00	200 2.0.		0.20 100 2.10	200 2.00
Large White Egg	S - Grade A or I	oetter, avg. feature p	orice converted to \$/do	ozen	
1.60					1.51
1.50	1.47			1.42	1.31
1.40		1.32	1.34		
Jan 18-24	Jan 25-31	Feb 01-07	Feb 08-14	Feb 15-21	Feb 22-28

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,750	3,680	2,800	Large Eggs on
Specialty	7,520	2,270	8,570	Feb-18-2013
Total (includes MD)	9,450	6,040	11,810	533.5
Special Rate 4/:	1.3%	1.9%	1.9%	down 1.9%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is lackluster as the number of stores featuring shell eggs is less than the previous week. The average price of Large white eggs, Grade A or better, offered to consumers is up, moving to its second highest price point this year. Shoppers are having a hard time finding bargains as the occurrence of "no price" specials is sporadic. Feature activity for specialty shell eggs is sharply higher. Cage free and Omega-3 type eggs are the favorite in this category and command a sizeable portion of ad space, while USDA Organic and vegetarian fed eggs maintain a steady level of visibility. Feature activity for liquid egg products is slightly lower.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

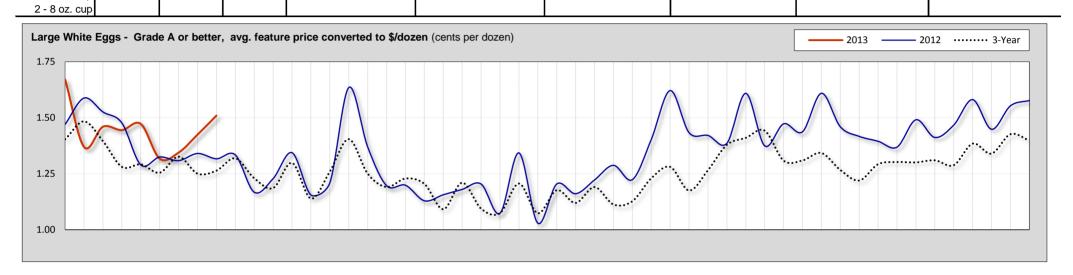
			E AST U.S. ,NH,NJ,NY,PA,RI,VT)	SOUTHE (AL,FL,GA,MS,NC		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Fea Act	ature Rate 1/ ivity Index 4	27.1% of 4,600	sampled outlets 70 (includes Medium)	18.8% of 6,100 s. Activity Index = 1,640	ampled outlets	30.3% of 4,200 sampled outlets Activity Index = 2,020 (includes Medium)					
CLASS		EXTRA LARGE	LARGE	EXTRA LARGE	LARGE	EXTRA LARGE	LARGE				
		Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores A	Avg 3/			
USDA	White 12 pack										
GRADE	White 18 pack										
AA	Brown 12 pack										
	MEDIUM White 42 month	White 12 pack	4.00 4.00 050 4.00	White 12 pack	1.19 - 1.29 40 1.27	White 12 pack	0.00 4.40 20	1.04			
USDA	White 12 pack White 18 pack		1.00 - 1.69 250 1.62		1.19 - 1.29 40 1.27	0.95 10 0.95	0.98 - 1.19 30 1.97 - 1.99 170	1.04			
GRADE							1.97 - 1.99 170	1.90			
A	MEDIUM	White 12 pack White 30 pack		White 12 pack White 30 pack	1.00 - 1.25 20 1.15	White 12 pack White 30 pack	1.11 20	1.11			
USD	A ORGANIC	Willie 30 pack		write 30 pack		Write 30 pack					
	White 12 pack										
S	Brown 12 pack		3.99 90 3.99								
POME	GA-3										
E C	White 12 pack	2.50 20 2.50	1.99 - 2.69 400 2.44	2.50 10 2.50	1.99 - 2.59 500 2.38		1.99 - 2.67 140	2.24			
ĭ	Brown 12 pack										
A CAG	E-FREE										
L	White 12 pack		0.50 4.00 000 0.07		2.49 - 2.50 480 2.50		1.99 - 2.50 640	2.41			
T	Brown 12 pack ETARIAN FED		2.50 - 4.69 330 3.07		2.49 - 2.99 590 2.59		1.99 - 3.69 1,010	2.75			
YIVEGE	White 12 pack										
	Brown 12 pack	2.99 210 2.99	2.99 - 3.49 270 3.10								
			ENTRAL U.S	SOUTHW	EST U.S.	NORTH	WEST U.S.				
		(AR,AZ,CO,KS,LA	,,MO,NM,OK,TX,UT)	(CA,HI	, NV)	(AK,ID,MT,OR,WA,WY)					
	ature Rate 1/	38.7% of 4,200	sampled outlets	29.5% of 2,900 s	ampled outlets	25.9% of 1,200	sampled outlets				
Act	ivity Index 2/	Activity Index = 2,47	70 (includes Medium)	Activity Index = 1,220	,	Activity Index = 53	0 (includes Medium)				
USDA	White 12 pack		0.99 - 1.69 240 1.44		1.79 - 1.79 180 1.79		1.19 - 1.58 40	1.40			
GRADE	White 18 pack		2.49 30 2.49		2.49 180 2.49		2.50 30	2.50			
AA	Brown 12 pack	White 40 made		W/h: 1- 40 m - sh	0.00 4.05 00 4.00	W/b** 40 = -1					
	MEDIUM White 12 pack	White 12 pack	1.25 - 1.59 420 1.39	White 12 pack	0.99 - 1.25 60 1.02 1.99 - 3.00 30 2.19	White 12 pack	1.99 20	1.99			
USDA	White 18 pack		1.67 - 1.99 80 1.90		1.99 - 3.00 30 2.19		1.99 20	1.99			
GRADE			1.07 1.30 00 1.30								
Α		White 12 pack	0.97 - 1.11 80 1.02	White 12 pack		White 12 pack					
	MEDIUM	White 30 pack		White 30 pack		White 30 pack					
USD	A ORGANIC										
s	White 12 pack										
В	Brown 12 pack		3.99 80 3.99		3.99 70 3.99		3.49 10	3.49			
E OME	EGA-3		4.00 0.00 000 0.50		0.50 0.00 400 0.04		0.40 0.00 440	0.50			
С	White 12 pack		1.98 - 2.99 220 2.56		2.50 - 3.99 120 2.91		2.49 - 3.99 140	2.56			
CAG	Brown 12 pack E-FREE						2.49 130	2.49			
A	White 12 pack		2.50 480 2.50		2.50 - 3.00 290 2.93		2.50 80	2.50			
L	Brown 12 pack		2.29 - 2.50 750 2.47		2.50 - 3.00 290 2.93		2.50 80	2.50			
VEGE	ETARIAN FED										
	White 12 pack										
	Brown 12 pack		2.29 - 2.50 90 2.34								
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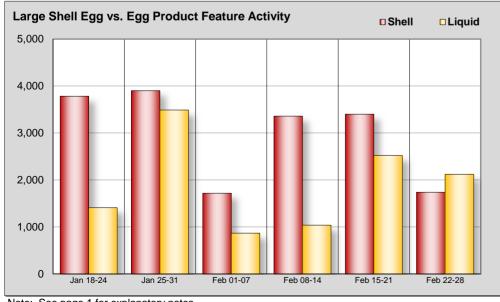
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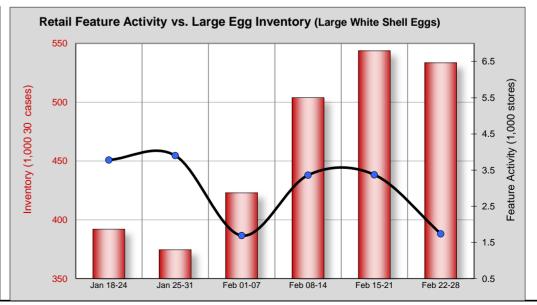
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Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/22 thru 02/28. (prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
PRODUCTS	WEEK WEEK		YEAR	NORTHEAST		SOUTHEAST		IVIIDVVEST		300TH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	9.8%	11.0%	6.6%	17.7% of 4,6	00 sampled	19.2% of 6,100 sampled		3.9% of 4,200 sampled		2.2% of 4,200 sampled		0.7% of 2,900 sampled		0.7% of 1,200 sampled	
2/ Activity Index	2,120	2,520	1,820	Activity Index = 720		Activity Index = 1,150		Activity Index = 150		Activity Index = 90		Activity Index = 10		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,720 1.89	690 2.45	1,380 2.46	1.99 - 2.99	410 2.34	1.66 - 2.00	1,150 1.69	1.99 - 2.50	150 2.09			3.49	10 3.49		
32 oz. crtn	360 4.15	1,810 4.06	180 3.99	3.97 - 4.19	270 4.18					2.69 - 4.39	90 4.08				
3 - 4 oz. cup	40 2.49	20 2.13	260 2.42	2.49	40 2.49										







Note: See page 1 for explanatory notes.